

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently amended) A method of delivering an interactive printed periodical to a user on demand, said method including the steps of:
  - (a) a computer system allocating and recording at least one identifier;
  - (b) associating a corresponding periodical document with the at least one identifier in the computer system; and
  - (c) printing the document onto a substrate using a printer networked with the computer system so as to produce the printed periodical,  
wherein the periodical includes a plurality of location-indicating tags that function in cooperation with user interactive elements of the periodical, thereby enabling a user to indicate a request for further information relating to contents of the periodical by interacting with the elements using a sensing device which is adapted to transmit data indicating the request to the computer system, wherein the printed periodical is available on demand and includes the interactive information supplied by the user.
2. (Original) A method as claimed in claim 1 wherein the further information relates to editorial content.
3. (Original) A method as claimed in claim 1 wherein the further information relates to advertising material.
4. (Original) A method as claimed in claim 3, wherein the advertising material is included in the formatted information on the basis of demographics of the user.

5. (Previously presented) A method as claimed in claim 1, wherein the periodical includes coded data indicative of an identity of the periodical and of the plurality of interactive elements and wherein the method includes receiving, in the computer system, indicating data from the sensing device regarding the identity of the periodical and of a position of the sensing device relative to the periodical in order to identify the periodical and determine when the sensing device is used to interact with the elements.
6. (Previously presented) A method as claimed in claim 5, including receiving, in the computer system, movement data regarding movement of the sensing device relative to the periodical.
7. (Previously presented) A method as claimed in claim 6, including the sensing device sensing its movement relative to the periodical using the coded data, and identifying the response in the computer system from the movement being at least partially within a zone associated with the interactive elements.
8. (Original) A method as claimed in claim 1, wherein the sensing device includes an identification code specific to a particular user and the method includes monitoring use of the sensing device in the computer system.
- 9.-10. Cancelled
11. (Original) A method as claimed in claim 10 which includes printing the coded data to be substantially invisible in the visible spectrum.

12. (Previously presented) A method as claimed in claim 5, including retaining a retrievable record of the printed periodical, the periodical being retrievable using the identity data as contained in the coded data.

13. (Previously presented) A method as claimed in claim 1, including distributing a plurality of periodical using a mixture of multicast and pointcast communications protocols.

14. (Previously presented) A method as claimed in claim 1, in which the periodical is printed on multiple pages and in which the method includes binding the pages.

15. (Previously presented) A system for delivering an interactive printed periodical to a user on demand, including:

a computer system with a publication server adapted to:

(a) allocate and record at least one identifier; and

(b) associate a corresponding periodical document with the at least one identifier;

a printer for printing the information so as to produce the periodical, with a plurality of location-indicating tags that function in cooperation with user interactive elements of the periodical, thereby enabling a user to indicate a request for further information relating to content of the periodical; and

a sensing device used to indicate the request and adapted to transmit data to the computer system.

16. (Previously presented) A system as claimed in claim 15, wherein the publication server is adapted to include at least a portion of the content as advertising material.

17. (Previously presented) A system as claimed in claim 15, wherein the advertising material is included with reference to user content preferences.

18. (Previously presented) A system as claimed in claim 15, further including an advertising server for providing the advertising material to the publication server.

19. (Previously presented) A system as claimed in claim 15, further including a registration server where demographic data of the user is stored for access by the publication server, in order to allow the advertising material to be demographically targeted.

20. (Previously presented) A system as claimed in claim 15, wherein the periodical includes coded data including data indicative of the interactive elements and identifying data indicating the periodical and/or a particular portion of the periodical.

21. (Previously presented) A system as claimed in claim 19, wherein the computer system is adapted to receive movement data regarding movement of the sensing device relative to the periodical, and interpret said movement of the sensing device as it relates to said plurality of elements.

22. (Previously presented) A system as claimed in claim 21, wherein the sensing device senses its own movement relative to the periodical using the coded data.

23. (Previously presented) A system as claimed in claim 15, wherein the sensing device includes an identification code specific to a particular user and the computer system is arranged to monitor the use of the sensing device.

24. (Previously presented) A system as claimed in claim 15, wherein the sensing device includes a marking nib.

25. (Previously presented) A system as claimed in claim 15, wherein the periodical is printed onto a substrate and wherein the printer prints the periodical on demand.

26. Cancelled

27. (Previously presented) A system as claimed in claim 20, wherein the coded data is substantially invisible in the visible spectrum.

28. (Previously presented) A system as claimed in claim 20, including a database for keeping a retrievable record of each periodical generated, each periodical being retrievable by using its identity, as included in its coded data.

29. (Previously presented) A system as claimed in claim 15, wherein the printer includes a binding means for binding the periodical in the event the periodical includes a plurality of pages.